



ProAssign ACT™ Catalyst

Consultative Selling & Business Development

With a wide range of products and services available to professional clients, there is an increasing need to deliver a service that adds value at a variety of levels to a their business.

The technical and complex nature of many current products and services requires a method of selling that is less transactional and more consultative and developmental for the client. This approach gives a deeper and more lasting business commitment and growth.

Establishing a consultative selling approach into the core of an organisation and into the psyche of a sales-force requires a paradigm shift with the development of the sales process itself into that of a business consultancy.

With ProAssign ACT™ Catalyst programme, the sales-team & organisation become trusted advisors to the client and are able to develop and customise their expertise and grow their business using a new mind-set model.



Who is ProAssign ACT™ Catalyst for?

- Sales
- Marketing
- Technical Sales Support
- Customer Service
- Business Development

How does ProAssign ACT Catalyst work?

- 2 day Programme
- Business Scenario day
- DISC Individual & Team Personality Profiling
- Optional Individual & Team Coaching
- Bespoke for individual organisations

What is ProAssign ACT Catalyst about?

- Neuroscience of the Brain & Behavioural Change
- Developing effective Mindset
- Managing Negotiations
- Emotional Intelligence
- Entrepreneurship

What Outcomes can I expect?

- Engagement in the Consultative Model
- Understanding of Consultative Roles
- Group & Individual Change Plans
- New Mindset aligned with Individual Strengths

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